

ABSTRACT

There is provided a thermal transfer sheet which can surely prevent printing-derived cockling, fusing to a thermal head or the like caused by thermal head-derived thermal damage to a primer layer provided between a substrate sheet and a heat-resistant slip layer and, at the same time, can meet a demand for a reduction in thickness of the thermal transfer sheet and has a high level of suitability for high-speed printing. The thermal transfer sheet comprises: a substrate sheet; a colorant layer provided on one side of the substrate sheet; and a heat-resistant slip layer provided on the other side of the substrate sheet through a primer layer. The primer layer comprises a binder resin satisfying a G'a/G'b ratio value of not more than 100 wherein G'a represents the storage modulus of the binder resin at 80°C, Pa; and G'b represents the storage modulus of the binder resin at 140°C, Pa. For the binder resin satisfying the above relation expression of the modulus of elasticity, in the case of printing of an image in which a white image (a white part) and a black image (a black part) are present together, milder heat conditions are applied at the time of printing of the white part. In this case, the viscoelasticity of the primer component is high, and the storage modulus corresponds to G'a at 80°C. On the other hand, at the time of printing of the black part, since heat is applied, the viscoelasticity of the primer component is low and the storage modulus corresponds to G'b at 140°C.